

MAR 15 1943

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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, MARCH 12, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday March 12	COMPLETE SHOWING: WORKS OF PETER BRUEGEL, THE ELDER Exhibition of this mid-16th century Flemish painter. Important for expressions of lusty enjoyment and vitality. Original Bruegel drawings, paintings, color reproductions and photographs. Bruegel is especially famous for large landscapes which are shown in wide number in this collection. Open to public. Admission, free. Publicity: Alice Merriam, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST.
Saturday March 13 3:30 P.M.	ANNUAL BRIDGE AND FASHION SHOW Fashion show presented by Martin's. Admission, \$1.25. Contact: Miss Sylvia Silverman, CI. 6-4400, ext. 362.	MARTIN'S, B'KLYN FOR ADELPHI COLLEGE ALUMNAE	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Now Showing	DORSA ORIGINALS: SUMMER COLLECTION St. Louis moves to New York in a permanent New York showroom, modern and commodious to present exclusive originals in cotton and spun rayons, typical Dorsa. Contact: WI. 7-1555.	DORSA DRESSES INC. (OF ST. LOUIS)	525 SEVENTH AVENUE
Now Showing	COLLECTION OF BRITISH "UTILITY" WOOL SWATCHES Collection of wool swatches assembled by B. J. Perkins of Fairchild Publications on his recent trip to England are on hand at Women's Wear for producers of women's wear woolens, dyers, finishers and retailers to see. Call for appointment: AL. 4-5252, ext. 87.	WOMEN'S WEAR DAILY	8 EAST 13TH STREET

WEEK BEGINNING MONDAY, MARCH 15, 1943

Monday March 15-	INTERNATIONAL BEAUTY SHOP OWNERS CONVENTION	INTERNATIONAL BEAUTY SHOP OWNERS	PENNSYLVANIA HOTEL BALLROOM
March 17 9:00 A.M.- 11:00 P.M.	Beauty authorities of every phase of international grooming, will present newest gadgets and latest methods to solve beauty problems created by shortages and priorities. 200 manufacturers will exhibit and guest hair-dressers will demonstrate the coiffures American women will wear in 1943 at home, in war work, and at defense plants. Other features, classes and forums on the hair-and-hat problem. Further information, contact: International Beauty Shop Owners Convention, 19 West 44th St., MU. 2-4382.		
Monday March 15 12:30- 1:30 P.M.	WEEKLY "QUICKIE" FASHION SHOW To accommodate a one-hour lunch period of career girls in the neighborhood, Spring clothes specially featuring millinery fashions, will be promenaded in the one-hour showing by this store, located in mid-town New York's white collar area. Open to Press and career girls. Publicity: Ruth LeBron, WI. 7-8200.	OPPENHEIM COLLINS	33 WEST 34TH STREET 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 15 1:00 P.M. Luncheon	MOTHER-AND-"GROWN"- DAUGHTER FASHION SHOW Luncheon fashion show presentation, by the newly organized Florence and Rejean Reichman business-team. Together, Florence and Rejean, actually mother and daughter, will present hats and dresses intended for each other. Rejean runs the retail dress department in the Reichman establishment at 1 W. 57th St., featuring selected fashions for her mother's contemporaries and her own. Florence Reichman will show hats especially intended for these dresses. How can such team-work miss! Open to public. Luncheon, \$2. Press by invitation. Dir. of Fashion Shows, Mary Rice, PL. 3-4500.	FLORENCE AND REJEAN REICHMAN	ST. REGIS HOTEL IRIDIUM ROOM
Monday March 15 4:00- 7:00 P.M.	PREVIEW: PAINTINGS & POR- TRAITS OF MARCEL VERTES Vertes, outstanding colorist, whose works appear in Harper's Bazaar and Vogue, and who designs highly imaginative sets for the Ballet; and also makes war posters for the U.S. Government, is having a complete exhibit of his easel paintings. They are full of variety including cafes, theatres, circuses, style scenes and war backgrounds. Press preview, March 15, 4-7 P.M. Open to public, March 16-April 10th. Contact: Florence Walters, PL. 9-6545.	GALLERY OF MODERN ART	18 EAST 57TH STREET
Monday March 15 5:00- 7:00 P.M.	PRESS AND RADIO PREVIEW: "SINNER AND SAINT" This is called a Georama which means the inside global dimensions of the world. It is a dimensional expression of the major United Nations and the United States Defense Forces imaginatively portrayed. Publicity: "Buzz" Brryman Ridges, PL. 8-2465.	"BUZZ" FOR AMERICAN RED CROSS WAR EFFORT	32 EAST 57TH STREET
Monday March 15 8:15 P.M.	FUND RALLY: RED CROSS AT WAR This will be a dramatic spectacle given by the 1943 Red Cross efforts to make America aware of how much the Red Cross has been doing at home and abroad and how badly funds are needed. Work on the battlefronts, in prison camps, in the Armed Services and in civilian blood donations go on relentlessly and constantly needing more money. This event will be staged by Leon Leonidoff of Radio City Music Hall. Speakers include Mrs. Eleanor Roosevelt; Barney Ross; Princess Martha of Norway; Governor Thomas E. Dewey; plus Army and Navy officers. Free tickets from Red Cross War Office, 130 West 42nd St., N.Y.C. Publicity: Don O'Brien, BR. 9-2104, ext. 246.	AMERICAN RED CROSS	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
Week of Monday March 15	EXHIBIT OF FASHIONS OF 1861, CIVIL WAR PERIOD Authentic costumes of the Civil War period with accessories and modern adaptations are included in this display, fourth in a series, showing fashions of the eight periods when this nation has been at war. Modern adaptations of fashions, designed and made by students of Traphagen School, displayed on 22-inch mannikins. Visitors welcome daily 9 to 9; Saturdays until 5 P.M. Further information from: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)
Tuesday March 16, March 17 10:00 A.M. & 2:00 P.M.	ANNUAL FUR FASHION PROMENADE This fur designer always adds showmanship to his collection of furs. Sol Vogel fur originations include high-style and popular-priced models. Open to fur buyers, manufacturers, fur trade and Press. Admission charge of \$1.00 will be distributed as usual, among various charities. Further information from Leon Hersh, PE. 6-7426.	SOL VOGEL (FUR DESIGNER) (330 SEVENTH AVENUE)	GOVERNOR CLINTON HOTEL GOVERNOR'S ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 16 10:30- 12:00 A.M.	FIRST LESSON IN VICTORY GARDENING This course promises to be so large that only those who have registered from March 6th to 8th in the Green House, will be admitted to class on March 16th when it is opened. It consists of courses given twice a week, Tuesday and Thursday from 10:30 to 12 A.M. Publ.: Karen Hollis, VO. 5-5900.	A.W.V.S. AT BLOOMINGDALE'S	LEXINGTON AVE. AT 59TH SPECIAL ASSEMBLY RM, 6TH
Tuesday March 16 1:00 P.M. Luncheon	SPRING CURTAIN RAISER Jane Engel will raise the curtain on new Spring fashions at luncheon at the Ritz. Open to public. Luncheon, \$2. Press by invitation. Engel Publicity: Herbert Bijur, RH. 4-0300. Ritz Publicity: Marion Morrison, PL. 3-4600.	JANE ENGEL (1025 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 16 2:00- 6:00 P.M.	PRESS PREVIEW: SMALL ARCHITECTURE EXHIBIT The Museum will preview a small exhibition of architecture, "Five California Houses". Each house will be shown in three dimensional units using photographs, plans, models and building materials. Opens to public Wednesday, March 17th through April 18th. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Tuesday March 16 7:00 P.M.	HOSIERY WHOLE- SALEERS' MEETING Purpose of meeting: to discuss the OPA rayon hosiery selling regulation. Leo Guzik, Council and Secretary announced this meeting as limited to members of the Association. Contact: Leo Guzik, Assoc., 32 B'way, WH. 3-6330.	NATIONAL ASSOCIATION OF HOSIERY WHOLESALEERS	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
Wednesday March 17 12:15 P.M. Sharp	MARCH MEETING: RETAIL AD. EXEC. CLUB This meeting is for the purpose of continuing the discussion of last month's meeting regarding the cut in news print and the new regulations affecting newspaper advertising. An interview with Mr. Bernard Gimbel, NRPGA Advertising Committee, will be reported. Open to members only. Contact: Lois Munn, Exec. Sec., James McCreery, WI. 7-7000.	RETAIL ADVERTISING EXECUTIVES' CLUB	NEW YORKER HOTEL PANEL ROOM, 3RD FLOOR
Wednesday March 17 12:15 P.M. Luncheon	"WHAT PRICE RETAIL LEADERSHIP?" Mr. Marcus, V.P., Neiman-Marcus, and creator of the L-85 dress regulations can always be counted upon to deliver a good talk with plenty of content. His theme this time is: "What Price Retail Leadership?"--"Can It Be Maintained?"--"And How, In The Face of Changing Conditions?" Unlimited guest privileges. Luncheon, \$1.50 (incl. tip). Please bring one good book for the Victory Book Drive. Contact: CI. 7-1734.	H. STANLEY MARCUS FOR FASHION GROUP, INC.	MURRAY HILL HOTEL PARK AVE. AT 41ST ST.
Wednesday March 17 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS Open to public. Luncheon, \$2. Press by invitation. Harry Collins Publicity: Ann Roundtree, PL. 3-9403. Waldorf: Ted Saucier, EL. 5-3000.	HARRY COLLINS (647 5TH AVE.)	WALDORF ASTORIA HOTEL SERT ROOM
Thursday March 18 12:30 P.M. Luncheon	BY-MONTHLY PUBLI- CISTS LUNCHEON Believing that arbitration makes for good public relations, the Publicity Club will stage an extraordinary event at next lunch. Entire program will be provided by the American Arbitration Assoc. to emphasize importance of arbitration in the present and post-war employment situation affecting us all. Open to members and guests. Contact: Mr. Uriel Davis, CI. 7-6161.	PUBLICITY CLUB OF NEW YORK	BELMONT-PLAZA HOTEL CASINO-IN-THE-AIR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 18 1:00 P.M. Luncheon	ORIGINAL MODELS AND READY-TO-WEAR COLLECTION This is Jonai's Spring Collection ensembled with Lilly Dache hats. Open to public. Luncheon, \$2. Press by invitation. Jonai Publ.: Mr. Nathan, PL. 5-5430. Plaza Publ.: Alma Zaiss, PL. 3-1740.	JONAI INC. (78 E. 56TH ST.)	PLAZA HOTEL PERSIAN ROOM
Saturday March 20 10:30 A.M.	"CALLING ALL GIRLS" EASTER JAMBOREE Easter Sunday teen paraders will find their favorite suits and coats in this show as cute club members show how simple it is to be well dressed on a teen budget. Nancy Pepper, Fashion Editor, "Calling All Girls" Magazine, will select the most original gadgets from among those offered by club members. An extra added attraction will be the appearance of a popular band leader. Open to Press and Teens. Publicity: Dorothy Meyer, TR. 5-5700.	NAMM'S AND "CALLING ALL GIRLS" MAGAZINE	NAMM'S TEEN SHOP 2ND FLOOR
Saturday March 20 8:00 P.M.	ANNUAL BENEFIT FASHION SHOW AND DANCE Annual event whereby fashion industry undertakes to raise substantial funds to help maintain this well-run orphan asylum. Fashions by the leading creators will be displayed, and there is dancing after the show, which is under the direction of Ann Lawren. Exhibitors include: Adler & Adler; Anthony Blotta; Carmel Bros.; Samuel Chapman; Davidow; Deitsch, Wersba & Coppola; Elfreda; Fox-Brownie; I. J. Fox; Joseph Halpert; Hansen Bang; Harris Raincoat Co.; Samuel Kass; Mary Lee; Philip Mangone; Milmont Gowns; Monte-Sano & Pruzan; Mutual-Rosenbloom; Paul Parnes; Pattullo Modes; Ben Reig; Maurice Rentner; Nettie Rosenstein; Ann Sadowsky; Bert Schnurer-Cabana; Sherman Bros.; Spectator Sports; Townley Frocks; Zuckerman & Kraus. <u>Millinery</u> : Braagaard; Carene Hat Co.; Hattie Carnegie; Lilly Dache; Peg Fischer; John-Frederics; Alice May Hats; Edward Paine; Mme. Pauline; Florence Reichman; Jeanne Rousseau; Sally Victor. <u>Handbags</u> : Deauville Bags; Harry Rosenfeld. <u>Gloves</u> : Conay Gloves Co.; Kay Fuchs. Tickets, \$1.65 to \$5.50. Contact: Mrs. Gustave Hartmann, AL. 4-8300. For further information about Fashion Show, contact: Ann Lawren, William Loweth, PE. 6-3650.	ISRAEL ORPHAN ASYLUM	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
Monday March 22 1:00 P.M. Luncheon	FASHION SHOW LUNCHEON: SPRING ACCESSORIES Though major clothes are getting skimpy, hats, bags, gloves and accessories are developing more interest, excitement and color all the time. These to be presented by Rose Sapphire on Monday at the St. Regis will be the cream of luxury assortment of the most glamorous of their kind. Open to public. Luncheon, \$2. Press by invitation. Rose Sapphire Publ.: Miss Sapphire, EL. 5-9087. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.	ROSE SAPPHIRE HATS (501 MADISON AVENUE)	ST. REGIS HOTEL IRIDIUM ROOM
Monday March 22	NATIONAL SPRING MILLINERY OPENINGS BY RETAILERS OF AMERICA. Retail stores the country over will feature millinery windows and departmental displays. For promotional material, etc., contact: Miss Margery Hartman, Millinery Stabilization Commission, 1450 B'way, N.Y.C., CH. 4-6547.		
Tuesday March 23 1:00 P.M.	ADVANCE SPRING AND SUM- MER COLLECTION OF FURS This fine furrier from Vienna (17 E. 55th St.) whose clientele includes Greta Garbo, Luise Rainer, and noteworthy American women of fashion, will show Spring and Summer furs with hats by Suzanne et Roger (24 E. 64th St.). Open to public. Luncheon, \$2. Press by invitation. Rainer and Suzanne Publ.: Viola Shefer, PL. 3-2116. Ritz Publ.: Marion Morrison, PL. 3-4600.	ALFRED RAINER, FURS SUZANNE ET ROGER, HATS	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 23- April 13 7:30 P.M. On.....	REFRESHER INSTRUCTION COURSE This course is a complete refresher instruction for corsetieres or new members of corset departments in stores and specialty shops. Program includes fitting of surgical and maternity garments as well as conventional corsets. Supervision of medical and educational staffs and classes in anatomy are included to teach store employees to make corset fitting precise. Open to all Camp dealers without charge. Contact: Mr. Kaufman, CH. 4-5798.	S. H. CAMP & CO.	200 MADISON AVENUE
Wednesday March 24 1:00 P.M. Luncheon	SPRING OPENING: CUSTOM- ORDER COATS, DRESSES, HATS Open to public. Luncheon, \$2. Press by invitation. Lange Publicity: Miss Grace, PL. 8-1390. Waldorf Publicity: Ted Saucier, EL. 5-3000.	LANGE INC. (20 E. 57TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday March 24 7:30 P.M. Dinner	BIG RED CROSS DINNER The Textile Distributors' Institute, Inc., urges all members of the industry to come to the dinner in the Grand Ballroom of the Waldorf Astoria to take part in the Big Red Cross March Drive. Open to public. Tickets: \$5.00. Publicity: Don O'Brien, BR. 9-2104.	RED CROSS FUND DRIVE, RAYON DIVISION	WALDORF ASTORIA HOTEL BALLROOM
Friday March 26	SPECIAL SHOE ISSUE: "WOMEN'S WEAR DAILY" As there are no openings this year and no joint showings by footwear manufacturers, Women's Wear Daily is publishing a special section of Fall footwear fashions affording a glimpse of the new M-217 shoe styles, full of information and help for those wishing to see how the country has responded and will respond to shoe rationing. Contact: Winifred J. Ovitte, AL. 4-5252.		8 EAST 13TH STREET
Monday March 29- May 10 11-1 & 2:30- 4:30 P.M.	SIX WEEKS VICTORY GARDEN COURSE Each week, the store will give five lectures on each topic. The lectures will be repeated twice daily, morning or afternoon. Enrollees must select one hour or the other and attend at same hour for the duration of the course. Lectures as follows: March 29-April 3--"Planning the Garden and Preparing the Soil". April 5-April 10--"The Cold-Frame and Early Out-door Seed Sowing". April 12-April 17--"Later Out-door Sowing". April 19-April 24--"Thinning Out, Transplanting and Planting". April 26-May 1--"Disease and Pest Control of Your Victory Garden". May 3-May 8--"Summer Care of Your Victory Garden". Cost of lectures, \$1.10 for the entire series of six. Publicity: Miss Raices, CH. 4-2000, ext. 2618.	R.H. MACY & CO., INC.	HERALD SQUARE VICTORY GARDEN SEC., 5FL
Monday March 29 3:30 P.M.	PRESS PREVIEW: ADVANCE LOOK AT FALL COLLECTION This is a "strictly by invitation" preview for the Press. It will be followed by a presentation to the Trade on Tuesday, March 30th at 2 P.M. by appointment only. Cost is \$100 and admits head of the firm, plus one designer. Copying of four models included in cost. Two surprise collections by two top-flight California designers will be shown with the Howard Greer Collection. Publicity: Mrs. Beatrice Sterling, 277 Park Ave., WI. 2-7494.	HOWARD GREER	ASTOR HOTEL, SUITE 168-70 B'WAY AT 45TH STREET
Monday March 29- April 1	MID-SEASON BOSTON MART Mid-season exhibit featuring all wearing apparel and accessories. Directed by Syd Gordon, Parker House, Boston, Massachusetts.	BOSTON MERCHANDISE MART	PARKER HOUSE BOSTON, MASSACHUSETTS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 30 1:00 P.M. Luncheon	HATS LOOKING TOWARD SUMMER A Florell show can always be depended upon to have showmanship, flair and dramatic hats. Open to public. Luncheon, \$2. Press by invitation. Florell Publicity: Mr. Frederick, PL. 5-0896. Ritz; Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 30 2:00- 6:00 P.M.	PRESS PREVIEW: LARGE LATIN-AMERICAN COLLECTION A major exhibit of Latin-American works of art, many of them recently acquired. Included are more than 200 paintings, drawings, and pieces of sculpture -- an important exhibit representing most of the Southern Republics and installed with the advice of Lincoln Kirstein, consultant on Latin-American art. Opens to public, Wednesday, March 31st through May 9th. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Tuesday March 30 3:30 P.M.	PRESS PREVIEW: OPENING NEW WOMEN'S SHOP This is a new floor lay-out and simplification of all women's clothing needs. Expect surprises. Press by invitation. Publ.: Miss Epstein, LA. 4-7000.	SAKS 34TH STREET	B'WAY AT 34TH STREET 5TH FLOOR
Wednesday March 31 1:00 P.M. Luncheon	DE LUXE TAILORED FASHIONS A Collection of advance Spring and Summer suits. Open to public. Luncheon, \$2. Press by invitation. Knize Publicity: Viola Shefer, PL. 3-2116. Waldorf Publicity: Ted Saucier, EL. 5-3000.	KNIZE INC. (20 E. 56TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday March 31 4:30 P.M.	PRESS PREVIEW: ARALAC SODA FOUNTAIN PARTY This is to be a showing of Fall fashions made out of this newest Dairy Product's fabric. Originally developed for lining uses, now available as dress material. Press strictly by invitation. Publ.: Elliott & Nelson, MU. 2-7340.	ARALAC INC.	OFFICES OF NAT'L DAIRY PRODUCTS, 230 PARK AVE.
Friday April 2 Time Later	PRESS PREVIEW: 8TH ANNUAL PHOTO EXHIBIT Exhibit of hundreds of pictures covering most eventful years in history. Prizes for eight classifications, for actual work and honorable mention. Spot news and future news photos exhibited with awards in each group. Also demonstration of some of the news photographs fast timing. Press preview, by invitation. Open to public from Saturday, April 3rd through May 3rd. Admission, 28¢. Contact: Mr. Clinton Thomas, CI. 6-2075.	PRESS PHOTOGRAPHERS' ASSOCIATION OF NEW YORK	MUSEUM OF SCIENCE & IND. RCA BLDG., ROCKE. PLAZA
Friday April 2	NEWSSTAND DATE: APRIL GLAMOUR'S "MOST FOR YOUR MONEY" ISSUE, 420 LEXINGTON Packed with shopping strategy for the career girl and showing her how accessories can put a whole new face on fashion, thus under-scoring the new importance of hats, bags and gloves in a war-time wardrobe. To tie-in, contact: Peggy Sweet, Merchandise Editor. Publicity: Albert Kornfeld, Conde Nast Publications, MO. 4-7500.		
Tuesday April 6 1:00 P.M.	BRIDAL TROUSSEAUX LUNCHEON SHOW Open to public. Luncheon, \$2. Publicity: Marion Morrison, PL. 3-4600.	EMMA A. MALOOF (444 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM

LAST-MINUTE ANNOUNCEMENT

Thursday March 18 4:30- 6:30 P.M.	PRESENTATION OF COTY FASHION COLLECTION This is the presentation to the Museum of the contemporary costume fashions designed by the winners of the American Fashion Critics' Award. Press by invitation only. Museum contact: Polaire Weissman, CI. 7-2431. Coty Publicity: Eleanor Lambert, PL. 5-8580.	MUSEUM OF COSTUME ART	INTERNATIONAL BUILDING, 630 FIFTH AVE., RM. 414
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 8 10:00 A.M. On.....	ANNUAL KNIT OUTER-WEAR CONVENTION A timely survey of what's available in all outerwear including men's, women's and children's. Open to members of industry. No admission cost, but dinner served in Ballroom at \$6.50. Contact: Mr. Michaelson, National Knit Outer-Wear Association, 386 4th Ave., N.Y.C.; AS. 4-7520.	NATIONAL KNIT OUTER-WEAR ASSOCIATION	ASTOR HOTEL B'WAY AT 45TH ST.
Thursday April 8 1:00 P.M. Luncheon	SPRING AND SUMMER STYLE ORIGINALS Open to public. Luncheon, \$2. Press by invitation. Collins Publicity: Ann Roundtree, PL. 3-9403. Plaza Publicity: Alma Zaiss, PL. 3-1740.	HARRY COLLINS (647 5TH AVE.)	PLAZA HOTEL PERSIAN ROOM
Thursday April 8- May 8	OPENING: JAMAICA SPRING RACE MEET General admission, \$1.50; Clubhouse, \$4.00. Contact: MA. 4-1940.	METROPOLITAN JOCKEY CLUB	JAMAICA TRACK JAMAICA, LONG ISLAND
Friday April 9	CIRCUS COMES TO TOWN Publicity: Roland Butler, but until April 9th, Mr. Griffin, CO. 5-6791.	RINGLING BROS., BARNUM & BAILEY CIRCUS	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
Tuesday April 13- April 16 10:00 A.M.- 6:00 P.M.	WAR-TIME PACKAGING EXPOSITION This is a get-together on the part of package makers showing how to develop ingenuity in packaging even though materials are hard to get. Results are surprisingly good. Open to industry. Further information from: James O. Rice, Ed., American Management Association, BR. 9-6055.	AMERICAN MANAGEMENT ASSOCIATION	ASTOR HOTEL B'WAY AT 45TH STREET
Tuesday April 13 1:00 P.M. Luncheon	SUMMER COTTON CLASSICS Open to public. Luncheon, \$2. Press by invitation. Cotton Shop Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Publicity: Marion Morrison, PL. 3-4600.	THE COTTON SHOP INC. (543 MADISON AVENUE)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday April 13 1:00 P.M. Luncheon	ANNUAL "EASTER PARADE" FASHION SHOW 15 leading American designers, including Nettie Rosenstein, Joseph Whitehead, etc.(other names to follow), will be represented in the annual "Easter Parade" luncheon fashion show to be given for the benefit of the Nearly New Shop. As usual, the 15 day nurseries and children's charities which this shop supports will share in the benefits. Fashion show under direction of June Hamilton Rhodes, Bureau of Fashion Trends. Admission, \$3.75 (incl. tip and tax). Chairman; Mrs. Ralph West Robey, CI. 7-0039. Publicity: June Hamilton Rhodes, Bureau of Fashion Trends, WI. 7-7476.	NEARLY NEW SHOP (917 8TH AVE.)	WALDORF ASTORIA HOTEL GRAND BALLROOM
Wednesday April 14 1:00 P.M. Luncheon	SHOWING OF SPRING AND SUMMER SPORTS STYLES Open to public. Luncheon, \$2. Press by invitation. Lanz Publicity: Miss Wolf or Miss Herta, PL. 3-3800. Waldorf Publicity: Ted Saucier, EL. 5-3000.	LANZ OF SALZBURG (668 FIFTH AVENUE)	WALDORF ASTORIA HOTEL SERT ROOM
Tuesday April 20 1:00 P.M. Luncheon	EXCLUSIVE SUMMER FASHIONS Open to public. Luncheon, \$2. Press by invitation. Bendel Publicity: Frances Anderson, CI. 7-1100. Ritz Publicity: Marion Morrison, PL. 3-4600.	HENRI BENDEL INC. (10 WEST 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
April 25	EASTER SUNDAY		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 27 1:00 P.M. Luncheon	ANNUAL BENEFIT LUNCHEON FASHION SHOW This is an annual event in which a number of the best shops on upper Fifth Avenue participate in making this society-sponsored fashion show of value in a style sense and beneficial to this fine Adoption Nursery. Open to public. Press by invitation only. Price of luncheon and further details to be announced. Publicity: Mrs. Timmie Richards, PL. 3-4500.	SPONSORED BY ALICE CHAPIN ADOPTION NURSERY	ST. REGIS HOTEL VIENNESE ROOF
Saturday May 1	69TH RUNNING OF KENTUCKY DERBY		CHURCHILL DOWNS LOUISVILLE, KENTUCKY
First Week in May	LUNCHEON FASHION SHOW First week in May will inaugurate a new line of Old South "Cotton Blossom" toiletries introduced by Bonwit Teller, Marshall Field and other big stores across the country. This will give a send-off to Southern prints, pastel cottons, rayons and cotton laces. Coordinated with this perfume promotion are David Crystal in cotton sports dresses; Capri dressy pastel prints and others, all stressing the Old South patterns. The luncheon show in May is open to Press and public to dramatize the complete promotion. Contact: Muriel Johnstone, 9 Rockefeller Plaza, N.Y.C., CI. 5-7880.	MURIEL JOHNSTONE	????
Monday May 10- June 5	BELMONT SPRING RACE MEET General admission, \$1.50; Clubhouse, \$4. Contact: WI. 2-4996.	WESTCHESTER RACING ASSOC.	BELMONT PARK ELMONT, L.I.
Monday May 17 May 22	1943 NATIONAL COTTON WEEK In line with current trend toward streamlining trade events for the duration, this year's National Cotton Week has been shortened from ten to six days. "Cotton's vital and many-sided war-time role should be a timely and productive merchandising theme for wholesale and retail merchants and others participating in the 1943 observance of Cotton Week." The official 16" x 19 ³ / ₄ " red, white and blue poster will be supplied on request for display in stores, showrooms and public places by the Cotton Textile Institute, 320 Broadway, N.Y.C. Consult the Institute also on other merchandising tie-ins now being arranged. Publicity: Virginia Jewel, WO. 2-0270.	SPONSORED BY COTTON TEXTILE INSTITUTE & NATIONAL COTTON COUNCIL	THROUGHOUT THE COUNTRY
Thursday May 20- May 21	ANNUAL SPRING BUSINESS MEETING This is for the purpose of discussing the many problems arising each day in the leather industry. The meeting will cover such matters as hide and skin supplies, tanning materials, manpower, government orders, etc. Further details to be announced later. Publicity: Mr. J.S. Nelson, BE. 3-0494.	TANNERS' COUNCIL OF AMERICA	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

<u>DATES AHEAD</u>		
Mar. 15	FEDERAL TAX DUE	(Mon.)
Mar. 17	ST. PATRICK'S DAY	(Wed.)
Mar. 21	1ST DAY OF SPRING	(Sun.)
Apr. 1	APRIL FOOL'S DAY	(Thurs.)
Apr. 6	ARMY DAY	(Tues.)
Apr. 14	PAN-AMERICAN DAY	(Wed.)
Apr. 18	PALM SUNDAY	
Apr. 20	1ST DAY OF PASSOVER	(Tues.)
Apr. 23	GOOD FRIDAY	
Apr. 25	EASTER SUNDAY	
May 9	MOTHER'S DAY	(Sun.)

<u>RED LETTER WEEKS</u>		
Mar. 15-20	NATIONAL HOBBY WEEK	
Apr. 1-7	CONSERVATION WEEK	
Apr. 3-10	NATIONAL BASEBALL WEEK	
Apr. 4-10	NATIONAL DISPLAY WEEK	
Apr. 19-24	NATIONAL GARDEN WEEK	
Apr. 25-5/1	NATIONAL BABY WEEK	
Apr. 26-5/1	NATIONAL FOOT HEALTH WEEK	
May 1-8	NATIONAL EGG WEEK	
May 1-8	AMERICA'S HOME WEEK	
May 1-8	NATIONAL FISHERMAN'S WEEK	
May 2-9	NATIONAL MUSIC WEEK	

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Saturday..DAVID MANNES CONCERT SERIES METROPOLITAN MUSEUM OF ART, 5TH AT 82ND
 March 13 David Mannes will conduct the Symphony #5 in E Minor (from "New World") by
 3:00 P.M. Dvorak. Open to public, free. Publicity: Alice Merriam, RH. 4-7690.

POST WEEK OF METROPOLITAN OPERA SEASON
 The Opera's regular subscription season ends Saturday night, March 15th.
 Then follows a week of non-subscription operatic performances, six during the
 week with a triple bill Saturday matinee. The week's repertory includes:

Sun. 3/14	GALA PROGRAM	METROPOLITAN OPERA HOUSE, B'WAY AT 39TH
Mon. 3/15	VERDI'S "AIDA"	" " " " " "
Tues. 3/16	VERDI'S "LA TRAVIATA"	" " " " " "
Wed. 3/17	GOUNOD'S "FAUST"	" " " " " "
Fri. 3/19	ROSSINI'S "THE BARBER OF SEVILLE"	" " " " " "
Sat. 3/20	Matinee: TRIPLE BILL	" " " " " "

Publicity: Constance Hope, PL. 3-3390.

Wednesday..PREMIERE: "KISS AND TELL" BILTMORE THEATRE, 261 WEST 47TH STREET
 March 17 Hugh Herbert comedy produced by George Abbott. Cast headed by Jessie Royce
 Landis and Robert Keefe. Costumes, Lord & Taylor. Publicity: Phyllis
 Perlman, CI. 5-5820.

Thursday..PREMIERE: "KEEPER OF THE FLAME" (Movie) RADIO CITY MUSIC HALL, 6TH AT 50TH
 March 18 MGM's eagerly awaited star picture with Spencer Tracy and Katharine Hepburn,
 (Tentative) the latter with gowns by Adrian. Publicity: Lou Smith, BR. 9-7800.

Monday....PREMIERE: "APOLOGY" MANSFIELD THEATRE, 256 WEST 47TH STREET
 March 22 New dramatic production includes: Elissa Landi, Erin-O'Brien-Moore, Thelma
 Schnee and others. Author, Charles Schnee and producer, Lee Strassberg.
 Costumes, Paul Morrison. Publicity: Jim Proctor, WI. 7-1093.

Tuesday...PREMIERE: "THE FAMILY" WINDSOR THEATRE, 157 WEST 48TH STREET
 March 23 Victor Wolfson novel dramatized and produced by Oscar Serlin. Cast includes
 Lucille Watson, Evelyn Vardin, Elisabeth Fraser, Carol Goodner and Yung Ying
 Hsu. Costumes, Caroline Hancock. Publicity: Harry Forward, CI. 5-6371.

Wednesday..PREMIERE: "HAPPY-GO-LUCKY" (Movie) PARAMOUNT THEATRE, B'WAY AT 43RD STREET
 March 24 This is a singing musical production with Mary Martin and Dick Powell.
 Costumes by Edith Head. Publicity: Aileen Brenon, BR. 9-8700.

Wednesday..PREMIERE: "RICHARD III" FORREST THEATRE, 230 WEST 49TH STREET
 March 24 Only Shakespeare drama of the season by Theatre Productions, with George
 Coulouris in title role. Costumes, Motley. Publ.: Frank Goodman, LA. 4-0968.

Thursday..PREMIERE: "POWERS GIRLS" (Movie) LOEW'S STATE THEATRE, 1540 BROADWAY
 March 25 This is United Artist's movie which stars the prettiest of the New York
 glamour mannikens. The lead parts by Carole Landis and Anne Shirley with
 George Murphy. Clothes by Adrian. Publicity: Tess Michaels, BR. 9-7300.

Thursday..PREMIERE: "ZIEGFELD FOLLIES" WINTER GARDEN, B'WAY AT 50TH STREET
 April 1 Featuring Milton Berle, Ilona Massey, etc. Costumes by Miles White. Pub-
 licity: C. P. Greneker, CI. 6-9500.

Thursday..SPRING OPENING: SEASON OF THE BALLET, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH
 April 1- Balletomaniacs welcome the Spring opening of S. Hurok's Ballet season begin-
 May 2 ning with a gala first night program: "Swan Lake", "Pillar of Fire" and
 8:30 P.M. "Bluebeard", with the matchless Alicia Markova, Dolin, Baranova and the other
 favorites dancing. Tuesday, April 6th: World Premiere: "Romeo and Juliet".
 Ballet version of the Shakespearian classic. In preparation for nearly a
 year. Never before performed in public. Alicia Markova and Hugh Lang dance
 the title roles. Future Ballets include "Helen of Troy", begun by the late
 Fokine with sets by Vertes. Title role in this will be danced by Zorina.
 Other forthcoming Ballets will be listed as they appear. There will be a
 six-day lay-off during Holy Week from April 19-24. Costumes by Miles White.
 Publicity: Gerald Goode, S. Hurok, PL. 3-0820.